Highlights from EntreArchitect "Success and Survival as a Small Firm (in this time of COVID-19)" webinar

courtesy of Christopher Toddy AIA, President, Managing Member
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- Cash flow
  - Follow up on invoices regularly – be the squeaky wheel if needed
  - Get your invoices out regularly – maybe more often now – this is not the time to slip on this
  - Consider pre-billing your services, get larger retainers, move retainer from the first payment to last
  - Talk to your clients about the importance of cash flow for a small business
  - Do not work on new work when there are outstanding invoices
  - The federal government and credit cards have options – discuss these with them if needed --- see SBA link above

- Opportunities
  - Understand your clients’ new problems and provide new services to address these, using your existing skills – be their trusted partner
  - Expand your skills / re-invest yourself
    - Learn Revit or other helpful software
  - Consider being the General Contractor or Interior Designer, when you previously hired those out
  - Keep marketing
  - Focus on recurring business – follow a recurring-business revenue model rather than a project-revenue model
  - Clients need to be able to find you – tune up your website

- Do not highlight process changes with clients (i.e., working from home)
  - We are open for business and here’s how to contact us
  - "We have been thinking about this, and this is what we’re doing"
  - Convey calmness and stability – this is what we’re doing to mitigate disruption – this situation has a start, middle and end

- Move to an Online Platform for Meetings
  - Remote practice tools – look into them – see links above for resources beyond Facetime, Zoom, GoToMeeting – "notability" software for whiteboard features
  - Make it easy for those not technical gurus, especially older clients
  - Communicate with your staff, regularly train your staff even if remote